



Membership & Marketing Coordinator

JOB DESCRIPTION

BUSINESS DESCRIPTION

A Better City advances Boston's and the region's economic health, access, sustainability, and quality of life through applied research, planning, targeted services, and advocacy. In pursuit of its mission, A Better City brings together work in the three core program areas of transportation and infrastructure, land use and development, and energy and the environment.

POSITION DESCRIPTION

This is a full-time position supporting the staff of A Better City in the areas of marketing, communication and membership. This position will report to the Director of Membership & Marketing.

KEY TASKS & RESPONSIBILITIES

- Work collaboratively with the Director of Membership & Marketing to further develop the role and visibility of A Better City; organize and assist with board meetings and committee meetings, as well as increasing board membership, and outreach efforts to members
- Work to maintain and strengthen member events and other activities that complement the development goals of the organization; support, attend, and create outreach opportunities and events
- Research background information and summarize findings of new companies identified for membership development, set up prospect meetings and prepare briefing packets prior to meetings. Assist in all aspects of membership development and retention strategies and initiatives
- Manage social media efforts including; creating content, researching, and posting on Facebook, Twitter, LinkedIn and A Better City's blog, as well as metrics tracking for each platform
- Assess social media/digital marketing strategies. Identify new ways to promote organization's activities to drive growth and execute
- Collaborate in the development, improvement, and production of formats for program delivery
- Write and edit market-specific communication including, but not limited to, the following: collateral, blog posts, and PR materials
- Monitor, archive, organize, and post relevant press coverage of A Better City, our mission focus areas, and our members
- Conduct content research and assist with updating the A Better City website
- Assists with design and preparation of marketing materials
- Assists in the logistical planning, preparation and sponsorship procurement for panel events, conferences, committee and board meetings, and the annual Norman B. Leventhal Awards
- Support key staff in ensuring quality of meeting, events, driving attendance, advancing organizational visibility and post event recaps
- Manage meeting and event preparation and logistics: materials preparation, reminder calls, RSVP tracking, day of set-up and cleaning, A/V, catering and ensuring meeting rooms are ready for future use
- Responsible for timely coordination and production of membership letters, notices, mailing and follow-up
- Manage internal contact database including general maintenance and updates
- Oversee tracking and entering data for membership tracking and development purposes
- Supports other organizational activities and staff as needed

DESIRED SKILLS

- Well-organized, excellent attention to detail, efficient and able to coordinate several projects concurrently
- Highly professional communication style with comfort speaking with C-suite executives and elected officials
- Knowledge of Twitter, Facebook, LinkedIn and WordPress
- Ability to analyze, summarize, and communicate information
- Cooperative and flexible; readily adapt to changing needs, circumstances and business goals
- Team-oriented with problem-solving and communication skills
- Proficient with Word Suite and experience with Adobe Suite preferable
- Ability to handle sensitive information in a confidential manner

EXPERIENCE/EDUCATION

- Bachelor's Degree in marketing/communications or business preferred

HOURS/COMPENSATION

- 40 hours/week
- Salary commensurate with experience. Benefits include health and dental insurance, transit subsidy, Hubway membership, short and long term disability plans, group life insurance, 401(k) plan, and generous holiday and vacation schedule

HOW TO APPLY

A Better City is an equal opportunity employer with a convenient downtown Boston location. Cover letters and resumes will be accepted via email only to sshields@abettercity.org until the position is filled.